

### Season's Message to All Students

17 December 2018

Dear Students,

Christmas is approaching and 2018 is coming to a close. It is a time for reflection and anticipation. It is also a time for us to thank those who have helped us, and to express our love and care for others.

2018 has been an eventful year for HSMC/HSUHK. In addition to the many achievements mentioned in my "New Academic Year Message" to all staff and students in September 2018, I am delighted to add some of our latest noteworthy accomplishments to conclude the fruitful year:

#### ***New Programmes***

In addition to the two new programmes (BBA (Honours) in Human Resource Management and MSc in Entrepreneurial Management) offered this year, three new programmes, MSc in Global Supply Chain Management, MA in Strategic Communication, and MA in Translation (Computer-Aided Translation), will be launched for the 2019-20 entry. This brought our total number of bachelor's degree programmes to 17 and master's degree programmes to five.

#### ***Student Admissions***

Conducted an effective student admission exercise for 2018-19 with a slight increase compared to that of 2017-18, despite a drop in the number of students taking the Hong Kong Diploma of Secondary Education Examination (HKDSE). A total of 1,445 new students were admitted in 2018-19 (including 21 from non-local).

Apart from undergraduate programmes, we also received approval from the Ministry of Education of the PRC in October 2018 to recruit mainland students to our postgraduate programmes.

## ***Residential College System***

Further implemented our residential college (RC) system by engaging wider support from faculty staff to serve as fellows of RCs. Starting from the academic year 2018-19, non-residential freshmen have also been invited to be affiliated to any of the RCs as non-residential members. Through meaningful faculty-student interactions in small, diverse RC communities and a series of enriching educational programmes, students would learn better, have a stronger sense of identity towards their RCs, and strengthen their whole-person development.

## **Student Achievements**

Recent outstanding achievements by our students in open competitions in the first semester including

- Champion and 2<sup>nd</sup> Runner-up in Paper Competition and Champion and 1<sup>st</sup> Runner-up in Paper Presentation in the “HKICS Corporate Governance Paper Competition 2018” organised by The Hong Kong Institute of Chartered Secretaries; and
- Champion and Best Presenter Award in the “Hong Kong Undergraduate Financial Planners of the Year Award 2018” organised by Society of Registered Financial Planners.

## ***Institutional Advancement***

Achieved significant progress in fundraising with a total of slightly over HK\$200 million raised during the period from Aug 2017 to Nov 2018 under the Government’s 7<sup>th</sup> Matching Grant Scheme (MG7). The College has already met the matching grant ceiling of HK\$100 million in July 2018.

## ***Completion of HSMC’s five-year Strategic Plan 2013-2018***

Issued the fifth and also the final progress report of HSMC’s *Strategic Plan 2013-2018, Roadmap to University and Beyond*, which documented achievements made in each of the Seven Strategic Focus Areas (Programme Development; Teaching and Learning Quality Enhancement; Research Performance; Student Development and Services; Image-building and External Relations; Financial and Manpower Planning; and College Facilities and Services) during 2017-18, concluding the five-year period with an overall effective execution of the Plan.

## ***Acquisition of University Title***

Based on the positive Accreditation Report on the Institutional Review for Private University Title issued by HKCAAVQ, Hang Seng Management College (HSMC) was granted approval by the Chief Executive in Council on 30 October 2018 to change its name to “The Hang Seng University of Hong Kong” (HSUHK). To witness this historical milestone, the internal University Name Launching Ceremony was joyfully held on 8 Nov 2018, attended by over 600 members of the HSUHK family. Our first cohort of HSUHK graduates received their degree certificates bearing the new university name and logo at the Graduation Ceremony on 5 December.

Year 2018 has set a milestone for HSMC/HSUHK. Acquiring the university title has been the common dream of the HSMC family. As I recount the challenges we have overcome all the way through, I am most grateful to every stakeholder who has contributed to our milestone achievements. Without your unfailing support, we would not have been able to achieve what we have achieved.

With one heart and one mind, I am confident that we will together implement the initiatives set out in our *Strategic Plan 2018-2023, Riding on the New Era: Private University with a Difference*. We will see The Hang Seng University of Hong Kong shine as a leading private liberal-arts-oriented university in the region, nurturing more talents with critical thinking, innovative minds, caring attitude and social responsibilities.

Lastly, I hope you will have a restful break with your loved ones during the Christmas and the New Year holidays. I wish you and your family a Merry Christmas and blessed New Year!